

**CLAIMS:**

1. (currently amended) A shrink sleeve for heat shrinking over an asymmetrically contoured article, the sleeve made of a preferentially orientated film and comprising: an open bottom defining a vertical bottom axis and an open top defining a vertical top axis, the top axis offset transversely from the bottom axis and printed graphics on a contoured shape portion of the sleeve, said contoured shape portion having a non-uniform lay-flat width when the sleeve is in a lay-flat condition.
2. (cancelled)
3. (original) The shrink sleeve of claim 1 wherein the contoured shape portion comprises a concave-shaped portion.
4. (original) The shrink sleeve of claim 1 wherein the contoured shape portion comprises a convex-shaped portion.
5. (original) The shrink sleeve of claim 1 wherein the contoured shape portion comprises a convex-shaped portion and a concave-shaped portion.
6. (original) The shrink sleeve of claim 1 wherein the shrink sleeve comprises a first side in a lay-flat condition, the first side having a vertical portion and an angled portion disposed between the vertical portion and the open top, the angled portion forming an obtuse angle with the vertical portion.
7. (cancelled)
8. (cancelled)

9. (currently amended) The shrink sleeve of claim 8 wherein the film is made of a shrink material selected from the group of ~~PVC, PE, PETG, OPETE and OPS~~ polyvinyl chloride, polyethylene, polypropylene, polyesters and polystyrene.

27. (new) A shrink sleeve for heat shrinking over an asymmetrically contoured article, the sleeve made of a preferentially orientated film and a contoured shape portion of said sleeve made by welding said sleeve with a die seal to define the contoured shape portion; wherein said shrink sleeve comprises an open bottom defining a vertical bottom axis and an open top defining a vertical top axis, the top axis offset transversely from the bottom axis and the contoured shape portion comprises a non-uniform lay-flat width when the sleeve is in a lay-flat condition.

28. (new) As shrink sleeve as in claim 27 comprising printed graphics in the contoured shape portion.